



2019 Election National Listening Tour

An Aging Population

May 22, 2019

© 2019 Ipsos. All rights reserved. Contains Ipsos' Confidential and Proprietary information and may not be disclosed or reproduced without the prior written consent of Ipsos.

Introduction and Methodology

- Canadians consistently rank health care as the most important issue facing the country. Yet, federal political parties, regardless of whether they sit on the right or left, have opted over the last few elections to not prioritize federal leadership to address health and health care shortfalls in their party election platforms.
- As part of The Canadian Medical Association (CMA) National Listening Tour, Ipsos conducted a national on-line survey and focus groups with physicians and the general public across Canada in late February/early March. (See Methodology in Appendix for details).
- The objective of the research was to gain a deep understanding of Canadians' views regarding the future of health care in Canada.
- In total, 3,352 Canadians completed survey between February 25 and March 4, 2019. The survey data weighted by: Gender, Age, Region and Education in line with the latest Census. A survey of this nature has a credibility interval +/-1.9%.
- Follow-up 90-min focus groups with Canadians were conducted in St John's, Oakville, Montreal and Victoria.

Health Care and Aging in an Election Year

- ❖ Canadians are aware and worried about the country's aging population, and the financial burden this will place on the health care system.
- ❖ Canadians desire action on this issue. Aside from pharmacare, the top policies that are seen most likely to very much improve the health system, and make people much more likely to vote for a political party are related to senior care:
 - Increased funding from the federal government to help provinces cover the rising costs of health care for seniors
 - A new family care benefit to provide financial assistance so that more seniors can afford the care options they need
- ❖ Older Canadians are most concerned about health and health care, and are most willing to cast their vote on the matter, with two-thirds saying they will vote for the party they think has the best plan for the future of health care.
- ❖ The aging population and health care is something that worries all Canadians, and it could be a vote decider if a federal party can seize the issue with a concrete plan to address it.

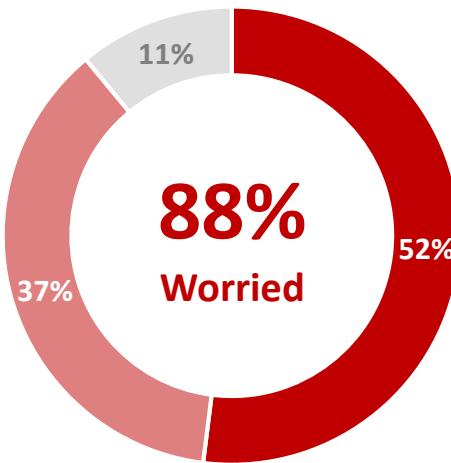
An Aging Population

Nine in ten Canadians are worried about the growing number of seniors who will require greater health care (88%) and the costs our aging population will pose on the health system (88%), with over half saying these worry them a great deal.

The Growing Number of Seniors Who Will Require Greater Health Care



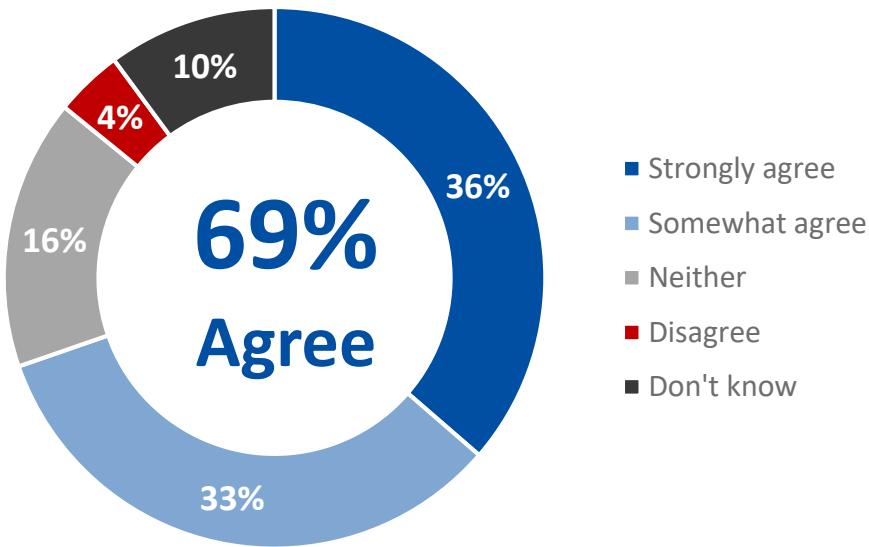
Increased Cost to the Health System Due to an Aging Population



Q4C. Thinking about the future of health care please indicate how you feel about each of the following...?
Base: All respondents (n=3351)

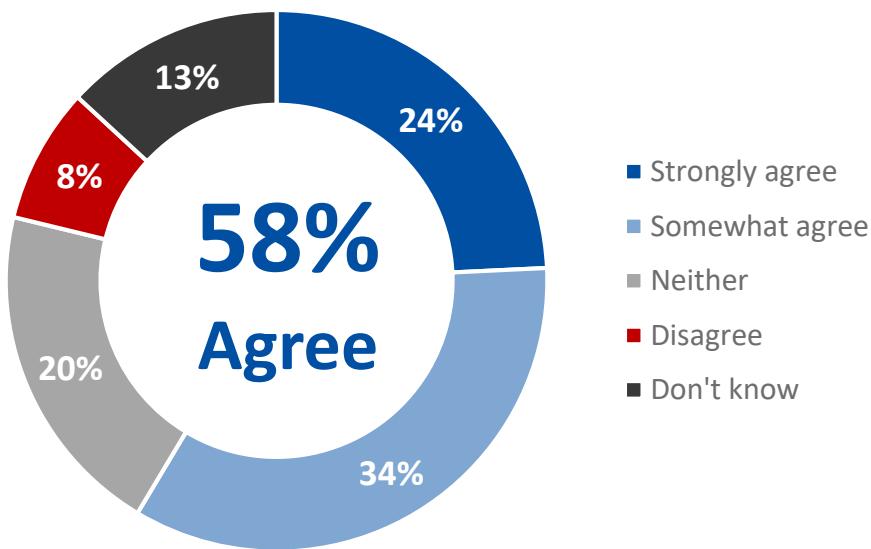
In line with these worries, 7 in 10 Canadians believe the health system requires new funding from the federal government to help provinces with the rising costs of health care for seniors, including over a third who strongly agree with this.

Health System Requires New Funding from Fed Gov't to Help Provinces Cover Rising Costs of Health Care for Seniors



Six in 10 Canadians also believe that many Canadians will delay their retirement in order to afford health care.

Many Canadians are going to **delay their retirement so they can afford health care**



Just behind a *federal pharmacare program*, *increased funding to provinces for senior care*, and a *new family care benefit to help seniors afford care options* are seen as the policies most likely to improve the health system, and are also the most likely to sway votes.

A federal pharmacare program to help Canadians afford prescription medication



Increased funding from the federal government to help provinces cover the rising costs of health care for seniors, such as more home care services and long-term care



A new family care benefit to provide financial assistance so that more seniors can afford the care options they need



Increased funding from the federal government to increase access to mental health and addiction treatment services



% Very much improve health system

New federal legislation to allow physicians and other health providers to practice in all provinces



29%

% Much more likely to vote

Increased federal funding to make virtual care and digital health tools more available to Canadians



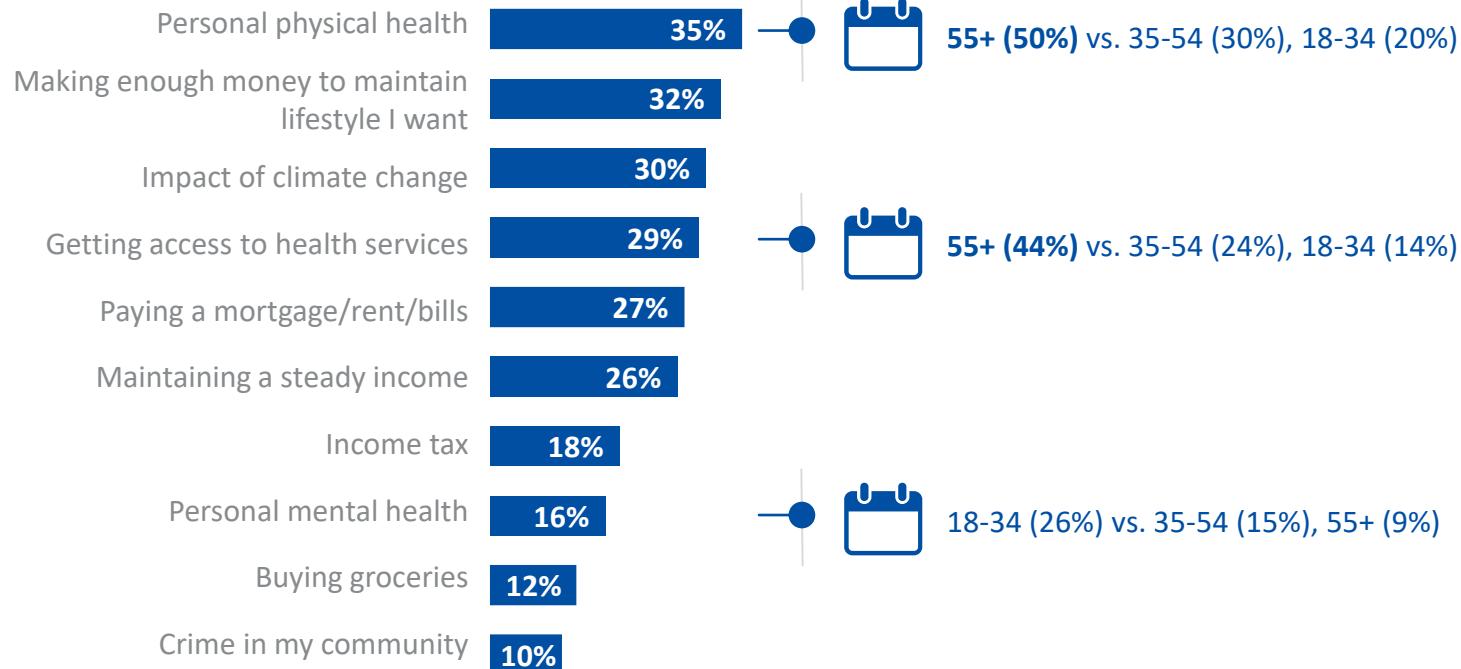
25%

20%

Older Canadians and Health Care

Health tops the list of worries for Canadians, this is even more pronounced among older Canadians (55 and over), with personal physical health and access to health services 20+ points higher than younger Canadians.

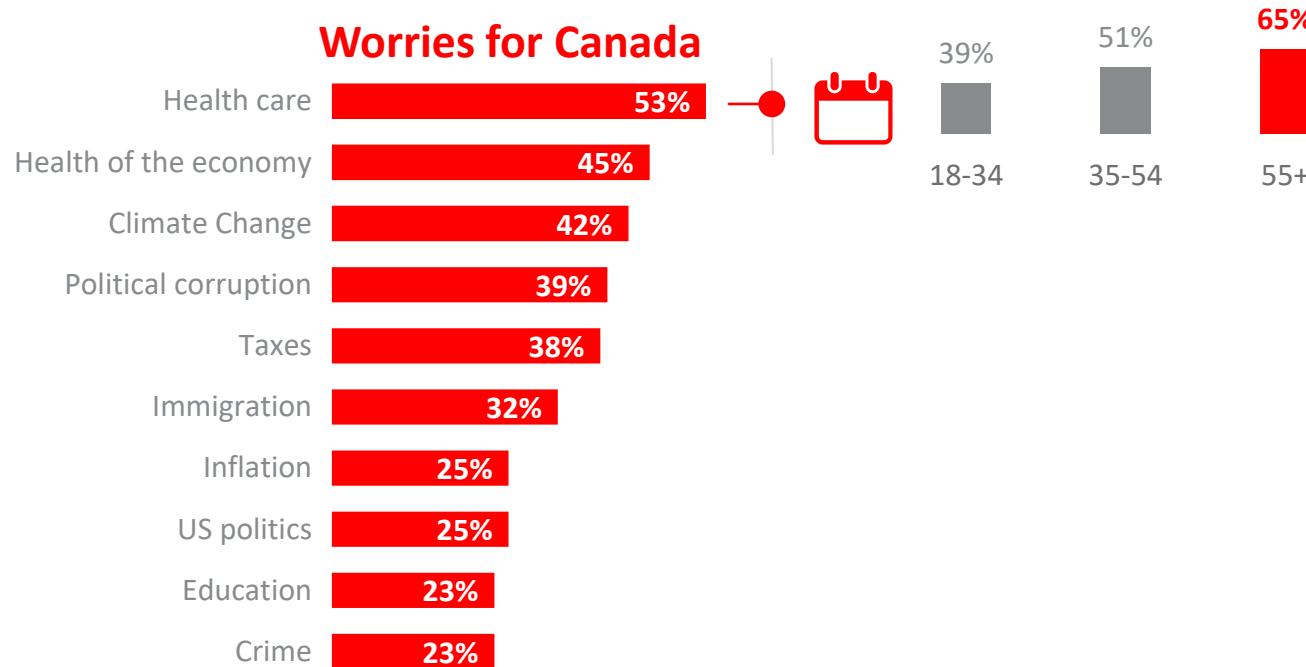
Personal Worries



Q2A. What are the top things that worry you personally?

© 2019 Ipsos. Base: All respondents (n=3351)

Unsurprisingly, this worry over health extends to health care being the top worry for the country, with those 55 and over being the most concerned.

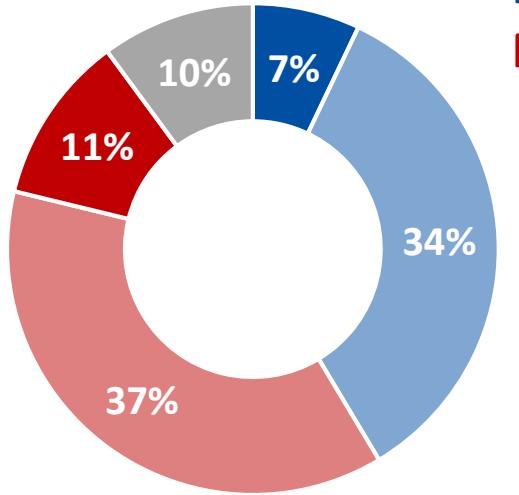


Q2B. What are the issues that worry you the most for Canada?

© 2019 Ipsos. Base: All respondents (n=3351)

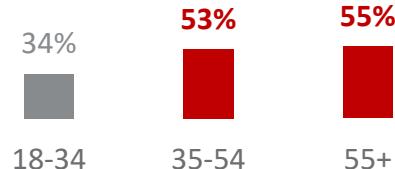
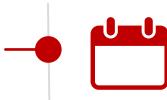
OUTLOOK ON FUTURE OF HEALTH CARE IN YOUR PROVINCE

Older Canadians are also decidedly more negative about the future of the health care system in their own provinces than those under 35.



Positive: 41%

Negative: 49%



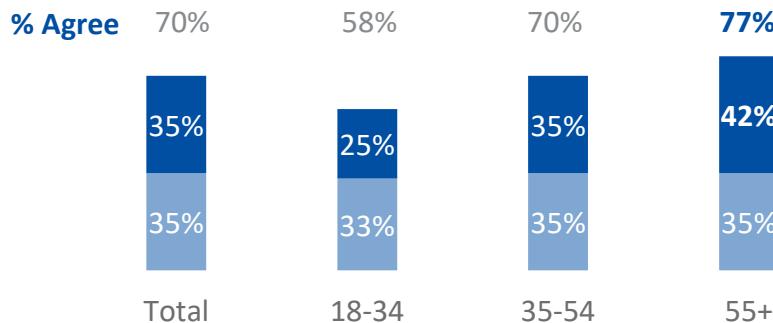
- Very positive
- Somewhat positive
- Somewhat negative
- Very negative
- Do not know enough to say

FUTURE PAYMENTS OF HEALTH CARE

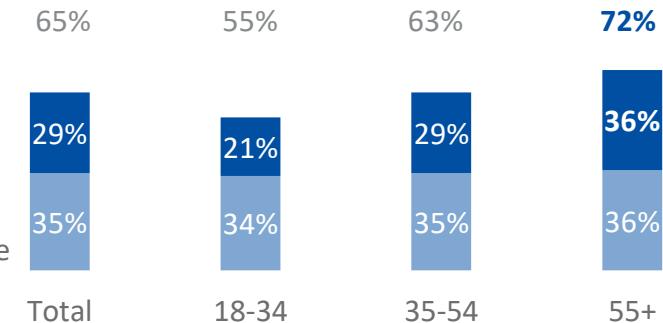
Canadians 55 and over are most likely to believe that inaction to improve the health system will result in having to pay more out of pocket for health care, and paying more taxes.

If we don't act to improve the health system immediately everyone is going to have to...

Pay more out of pocket for health care in the future



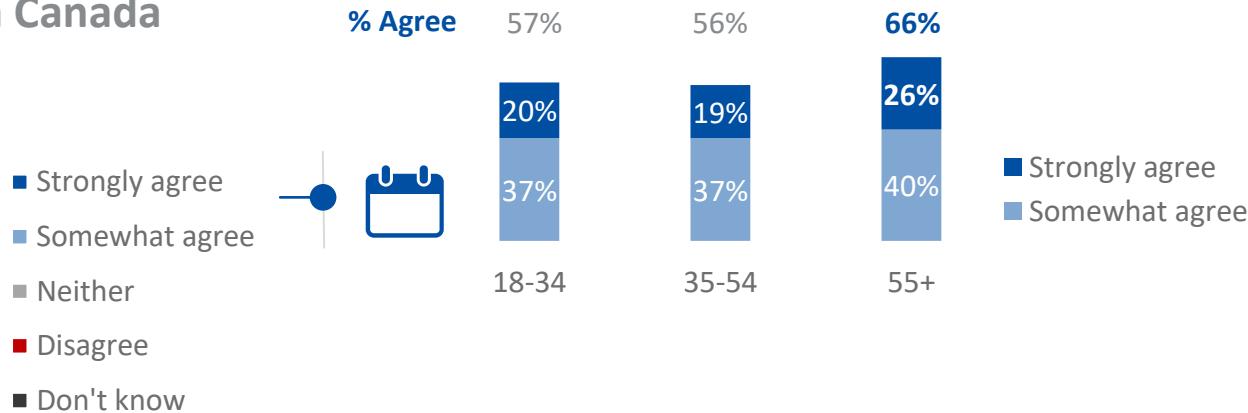
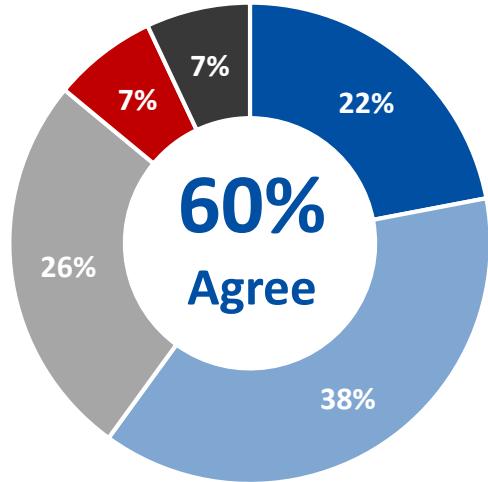
Pay more taxes



IMPORTANCE OF HEALTH CARE IN FEDERAL ELECTION VOTE

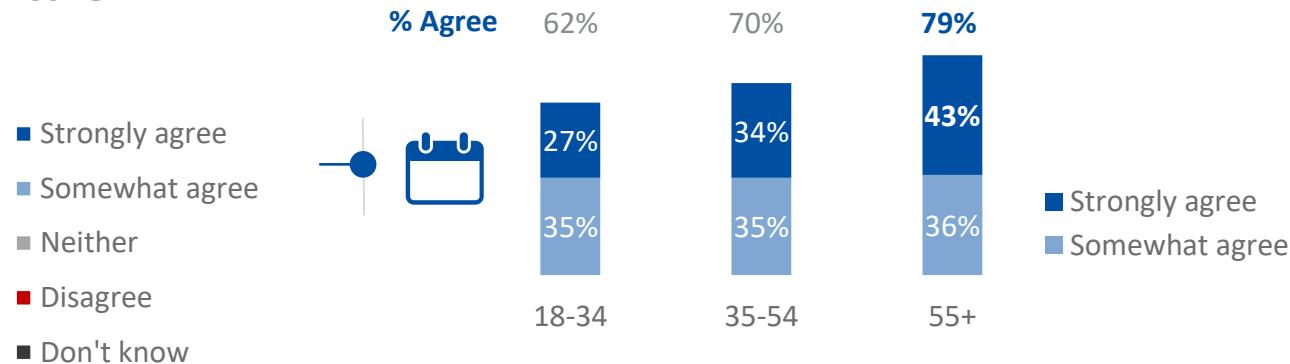
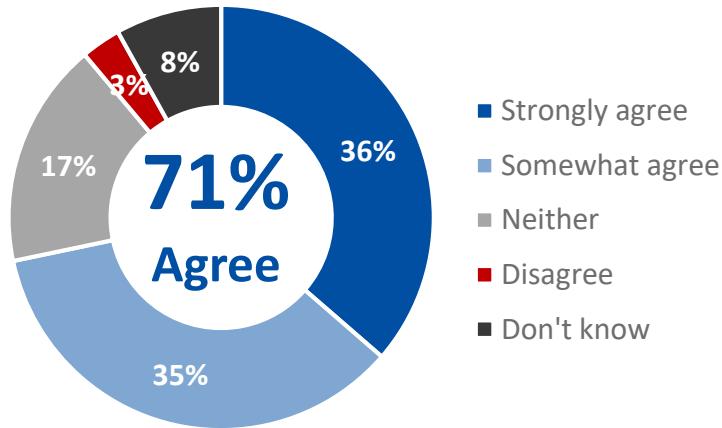
Canadians 55 and over are more likely to say they'll vote for the party they think has the best plan for the future of health care in Canada in the upcoming federal election.

Will vote for party I think has best plan
for future of health care in Canada



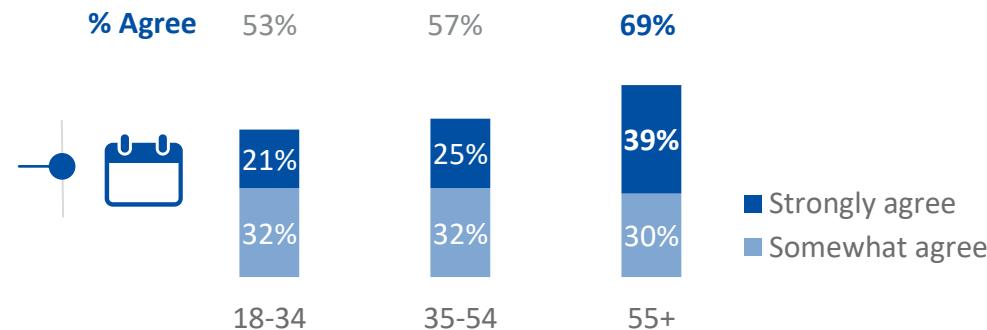
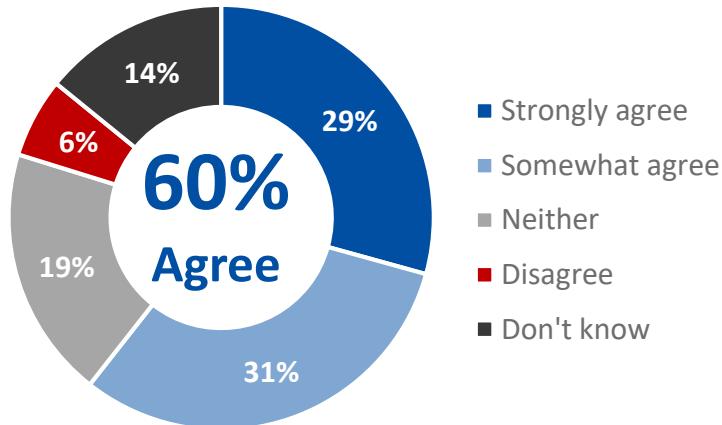
And they are most likely to say every part must have a *fully costed* plan for improving health care.

Every party must have a **fully costed** plan
for improving health care



Canadians 55 and over are the most likely to say a national, federally funded, pharmacare program is needed – with 4 in 10 *strongly* agreeing with this.

Health system requires new funding
for national pharmacare program



SUPPORT FOR PRIVATE SECTOR INVOLVEMENT IN HEALTH CARE

Older Canadians are the most resistant to private sector involvement in health care.

I would support increasing private sector delivery options of health care that individuals could pay to access

	Total	18-34	35-54	55+
% Agree	36%	38%	38%	31%
% Disagree	31%	22%	27%	41%

I would support having the private sector more involved in the delivery of publicly-funded health care

	Total	18-34	35-54	55+
% Agree	43%	42%	43%	43%
% Disagree	24%	19%	23%	29%

Contacts



Mike Colledge
President, Ipsos Public Affairs

 mike.colledge@ipsos.com

 613-292-0253